SESSION 15

Putting it All Together: Thinking Scientists Unite!

READINGS

Revisit this reading from our first session:

> Wind, Jerry, Vitala R. Rao, and Paul E. Green (1991), "Behavioral Methods," in *Handbook of Consumer Behavior*, eds., Thomas S. Robertson and Harold H. Kassarjian, Englewood Cliffs, NJ: Prentice Hall, 507-532.

And one I think you'll enjoy:

> Zanna, Mark P. and John M. Darley (1987), "Everything You Always Wanted to Know About Research But Were Afraid to Ask (Your Advisor)," in *The Compleat Academic: A Practical Guide for the Beginning Social Scientist*, eds. Mark P. Zanna and John M. Darley, Hillsdale, NJ: Random House, 115-138.

THOUGHT QUESTIONS

Review your notes, readings, and brain cells. Give particular attention to the following questions:

* How has your understanding of the research process changed? How do you see yourself as a researcher now? Do you better understand your research style? What is it? Do you read journal articles differently now?

* What is (are) the role(s) of data analysis in the research process?

* What is the "state-of-the-art" in the measure development/purification process?

* What are the possible consequences of theory testing using measures that have:

    * Unknown validity? and/or

    * Low reliability?

* What analytic methods are useful for investigating reliability and validity?

    * When using those methods, what information does one use as evidence of reliability or validity?

* What conclusions can you draw from each analytical approach we discussed?

* What are the pros/cons, benefits/weaknesses, or tradeoffs of the each analytical approach we discussed?

* What are the requirements (assumptions) of each analytical approach we discussed?

* Can you select an appropriate analytic approach based on:

    * A given research question/hypothesis/purpose?

    * A given set of data?

* Assume that two or more analytical approaches seem appropriate to your situation. How would you decide which to use?

* What are the possible consequences of using an analysis method that is inappropriate for your:

    * Research question/hypothesis?

    * Data?

* What research methods do consumer/marketing researchers use most commonly?

    * What research method(s), in your opinion, are *over*used? Why? What are the possible consequences of such overuse?

    * What research method(s), in you opinion, are *under* used? Why do you feel this is so? What might a researcher gain by utilizing this method?

    * Gaze into our crystal ball. What research method(s) do you feel may become the next LISREL (covariance structure modelling)? Why?